

We preserve biodiversity by maintaining and improving the self-recovery capabilities of the global environment through our business activities as well as our social contribution activities.

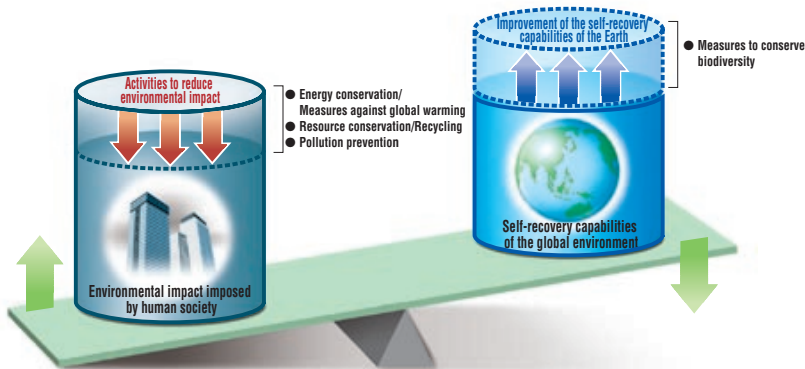
As indicated in Ricoh's Environmental Principles¹, introduced in 1992, the Ricoh Group does not see environmental conservation activities and business management as two incompatible issues. Instead, we see conservation of the global environment as a natural responsibility as a global citizen. Conservation of the global environment requires measures not only to reduce impact of our business operations and products on the environment but also to maintain and improve the self-recovery capabilities of the global environment. Recognizing that our businesses depend on the global ecosystem and that biodiversity plays an indispensable role in the health of the ecosystem, the Ricoh Group laid down the Ricoh Group Biodiversity Guidelines. This is to further develop the various conservation measures we have been taking, such as ecosystem conservation activities, promotion of voluntary activities by employees, and "social contribution in environmental conservation" (e.g., awareness-raising programs to encourage other community members), and ecosystem preservation through CDM² projects. To these measures, we have added measures to reduce the impact of our business activities on biodiversity by using the new policy as our basic guideline on biodiversity preservation.

1. See page 77. 2. See page 37.

Ricoh Group Biodiversity Guidelines

Human society largely depends on the ecosystem. But our society has had a tremendous impact on the ecosystem, placing a wide-scale burden upon it. In the past 50 years, the biodiversity has been badly degraded due to human activities. If we do not act now to start conserving the biodiversity and change our way of using natural resources to a more sustainable approach, the survival of human society may even be at risk. To articulate this idea in a concrete form, the Ricoh group laid down the Ricoh Group Biodiversity Guidelines in March 2009. The Guidelines combined the existing measures of the Group toward global environmental conservation and new measures for biodiversity conservation to help develop and promote specific activities. With these Guidelines, the Ricoh Group will continue our efforts to realize an affluent society built on a sustainable global environment.

Ricoh Group's global environmental conservation —Keep environmental impact within the self-recovery capabilities of the Earth—



Ricoh Group Biodiversity Policy

Society has developed thanks to the earth's abundant natural resources. However, we recognize that the very diversity of life that has supported our environment is in decline; so, in response, we have formulated this biodiversity policy.

Basic Policy

Given that we gain a lot of benefit from living things and pursue business activities that have an impact on biodiversity, we will reduce the impact of our activities on biodiversity and engage proactively in its protection.

1. Management tasks

Treat biodiversity protection as essential for ensuring the sustainable growth of the company, and implement sustainable environmental management.

2. Understanding and reducing impact

Assess, grasp, analyze, and set numerical targets for the impact on biodiversity of all our business activities, including raw materials procurement, and work continuously to reduce this impact.

3. Implementation

Give priority to measures with a high degree of impact and effectiveness from a biodiversity and business perspective.

4. Developing new technologies

Aim to realize a sustainable society, develop technologies that make use of biological resources, learn from the mechanisms of ecosystems and the nature of living things, and employ the knowledge gained to develop technologies and sustainable production processes.

5. Working with local communities

From the perspective of sustainable development, work not only with government organizations, but also with local residents, NGOs, and other stakeholders to promote the protection of the precious global ecosystems and of the biodiversity of countries and regions where we conduct business.

6. Involving each person

By getting executives to take the lead and implementing Group-wide educational initiatives, enhance recognition of the importance of biodiversity among all employees to enable them to act independently.

7. Expanding the scope of our activities

By collaborating with customers, suppliers, other companies, NGOs, international organizations, and so on, share information, knowledge and experience concerning biodiversity, and expand the scope of our protection activities.

8. Communication

Contribute to raising awareness of biodiversity protection among people at large by sharing the experience of our activities and achievements proactively.

Development of biodiversity conservation activities

<Ricoh (Global)>

Biodiversity conservation activities at the Ricoh Group first started in 1999, when we started the Forest Ecosystem Conservation Project with environmental NGOs and local communities throughout the world. This was to recognize our responsibility as a manufacturer of products that uses a good amount of paper to engage in the conservation of forest resources. Also in 1999, we started the Environmental Volunteer Leader Development Program to encourage employees to take initiative in environmental conservation activities. In 2003, we laid down the Environmental Standards for Paper Product Procurement as a measure for conservation of precious natural forests throughout the world. Since 2006, the Ricoh Global Environment Month Symposium has been held with biodiversity as the theme to promote understanding and cooperation in biodiversity conservation activities among different corporations. In 2008, when the Japan Business Initiative for Conservation and Sustainable Use of Biodiversity (JBIB)* was established, we helped the organization as one of the founding members with the goal of promoting cooperation and active involvement of various companies in biodiversity conservation.

* <http://www.jbib.org>

Declaration on Business and Biodiversity

<Ricoh (Global)>

Ricoh signed the Leadership Declaration on the “Business and Biodiversity Initiative”* at the ninth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP9), held in Germany in May 2008. This initiative led by the German Government calls on businesses to take leading action to reduce degradation of biodiversity. The signatory corporations set voluntary goals, carry out assessment of the impact of their business activities on biodiversity, and incorporate countermeasures into environmental management systems.

* <http://www.business-and-biodiversity.de/en/homepage.html>

Ricoh and biodiversity conservation

	Actions taken
1999	Forest Ecosystem Conservation Project started for biodiversity conservation Environmental Volunteer Leader Development Program started
2002	Ecosystem conservation activities incorporated into the Environmental Action Plan Use of FSC-certified paper started Environmental website for children opened with a theme of the Forest Ecosystem Conservation Project
2003	Environmental Standards for Paper Product Procurement laid down
2004	A CDM project (forestation for biodiversity conservation in Ecuador) started Display of ecosystem conservation activities started at the exhibition on Eco-Products
2006	Ricoh Global Environment Month Symposium started with a theme on biodiversity
2007	Feasible biodiversity assessment indices studied
2008	Became a member of Japan Business Initiative for Conservation and Sustainable Use of Biodiversity (JBIB) Signed the Leadership Declaration on the “Business and Biodiversity Initiative” Influence of activities on biodiversity identified for each business area, principle ideas laid down

Raising the awareness of employees of the relationships humans share with nature

<Ricoh (Japan)>

The survival of human society is possible only due to biodiversity. If we are to realize a sustainable society, therefore, it is essential that each and every one of us gets actively involved in the conservation of biodiversity, the basis of the global environment's self-recovery capabilities. Based on the Ricoh Group Biodiversity Guidelines created in March 2009, we published the Biodiversity Conservation Activity Handbook to teach our employees the value of biodiversity and show them

what each of them can do to conserve biodiversity. In April 2009, we started a website for environmental information called “Gaiaia,” to encourage employees to take an interest in biodiversity conservation. In addition to these programs, we are planning to offer study sessions and fieldwork sessions to learn and understand the mechanisms of the global environment from the perspective of other life forms on Earth. We will continue to provide opportunities for employees to raise their awareness and take good actions to conserve biodiversity in the course of their daily work and private life.

Mapping of relationship between business activities and biodiversity

<Ricoh Group (Global)>

The Ricoh Group created a map to show the exact relationship between our business activities and biodiversity. The “Map of Corporate Activities and Biodiversity” follows the JBIB* format to show the relationship between corporate activities, such as product lifecycle and land use, and biodiversity at a glance. From the map, we learned that the copier industry has a large impact on the ecosystem during procurement of raw materials (e.g., paper pulp and metals) and during manufacturing (particularly in regard to water resources). We will use the information from the map in our conservation activities in close cooperation with each business division.

* See page 70.

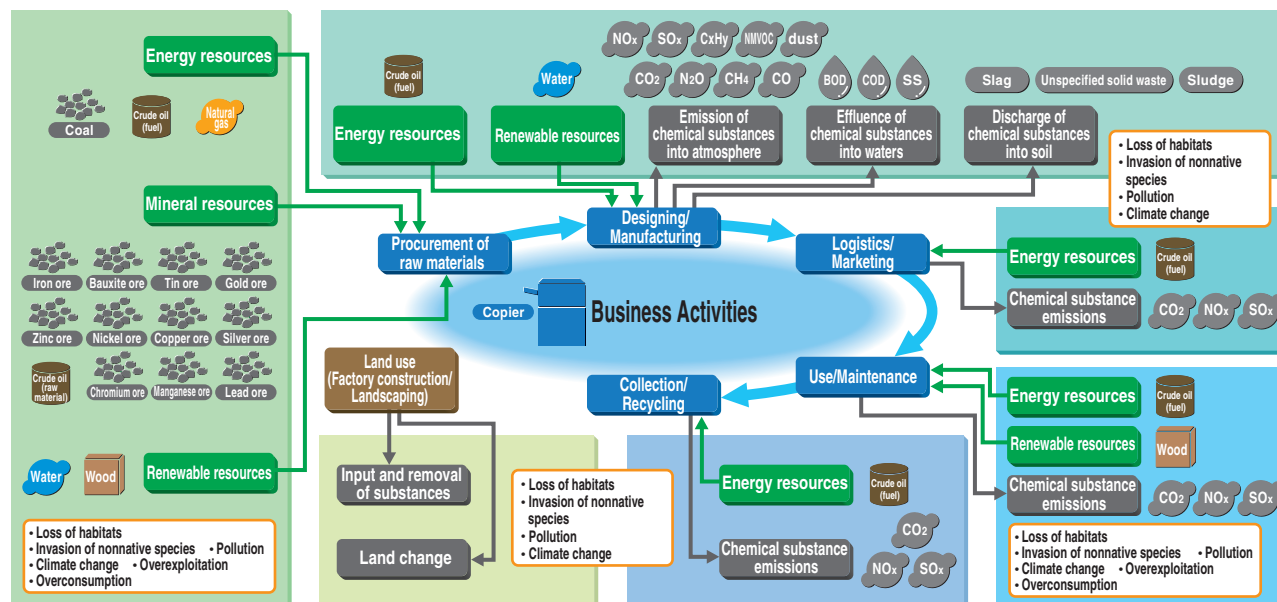


Biodiversity Conservation Activity Handbook



Gaiaia: Environmental website for raising employees' awareness of environmental conservation. (<http://www.gaiaia.jp/>)

Map of Corporate Activities and Biodiversity (Recycled multifunctional digital copiers)



Views held by
the organization
for business
collaboration

INTERVIEW

Japan Business Initiative for Conservation and Sustainable Use of Biodiversity (JBIB)

We seek collaboration to find out what corporations can and should do to preserve biodiversity.

Collaboration among different industries: financial, electricity, housing, construction, etc.

Japan Business Initiative for Conservation and Sustainable Use of Biodiversity (JBIB) is a cross-sector organization started with 14 companies in April 2008. Its purpose is essentially to encourage collaboration among member companies in active efforts geared toward biodiversity conservation. In the first year, the number of member companies increased to 24 (as of April 2009). Although often mistaken, JBIB is not an organization created as a preparation measure for the COP10 in 2010*.

Identifies the relationship between corporate activities and biodiversity and uses knowledge in conservation

As a company with more than 10 years of experience in ecosystem conservation, Ricoh has been taking leadership in member activities as well as in the R&D section. In R&D, impacts of business activities on biodiversity are identified, and the "Map of Corporate Activities and Biodiversity" was developed as a tool to be used inside and outside the company to show the relationships between businesses and biodiversity. By reading

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the map, people can easily understand how the ecosystem and their business activities are related—harvesting agricultural and fishery products for food manufacturing companies, or mining of coal and iron ore for the steel industry, for example, are related. Now we are moving to the next step to assess the level of impact and develop a tool to start specific activities. As indicated in the Three Ps Balance, Ricoh has been carrying out ecosystem conservation projects in different parts of the world in the belief that Ricoh's businesses depend on the health of the global environment. This is a unique situation not seen in any other corporation. I hope Ricoh will continue assessing the impact of each part of their business activities, such as procurement and water use, to carry out effective activities. I believe they can set a leading example of essential biodiversity conservation activities for other corporations to follow.

* The 10th Conference of the Parties to the Convention on Biological Diversity (COP10) is scheduled for 2010 in Nagoya, Aichi Prefecture in Japan's Tokai Region.